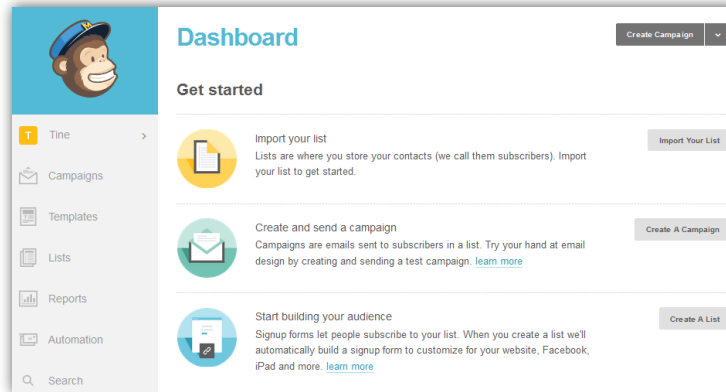


Email for the Masses...



“Tech Tools with Tine” Webinar Series Presents:


MailChimp

Send out flyers, newsletters,
announcements like a chimp... or is
that CHAMP!!

Tine Walczyk – September 26th, 2014
tine@trainers-r-us.com



Establish an account...



Get Started with a Free Account

Sign up in 30 seconds. No credit card required. If you already have a MailChimp account, [log in](#).

Email

Username


Password ☐ Show

[Create My Account](#)

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

MailChimp

- Signup is simple
- Email verification is sent
- You must confirm your humanity



Confirm Humanity

Before we get your account set up, we need to confirm you are a human (it's a spam prevention thing). Type the phrase from the reCAPTCHA below and click the "confirm signup" button.

390

Enter the two words or numbers:

[Confirm Signup](#)



Quick Start

1. Connect to www.mailchimp.com
2. Create account or login
3. Obtain subscribers
4. Create a campaign
5. Track



Obtain Subscribers

Lists
Create List

List details

List name
Master List

Default 'from' email
tine133@gmail.com

Default 'from' name
Tine Walczyk

Remind people how they got on your list
You know me! :)

Contact information for this list. [Why is this necessary?](#)

Trainers-R-Us
PO Box 171123
Austin, TX 78717
5124455802

Edit

Notifications Sent to tine@trainers-r-us.com · [Edit](#)

- Subscriber = anyone you send email to using MailChimp
- Subscribers are stored in Lists
- Three ways to add mail recipients to lists:
 - Enter manually
 - Import from a list/connector
 - Distribute a form



Manual Entry of Subscribers

- Create/choose a list
- Select Add Subscriber
- Fill in your email recipient's information
- Confirm you have permission to subscribe them
- Click Subscribe

Lists **Test**

Stats ▾ Manage subscribers ▾ **Add subscribers ▾** Signup forms

Add subscriber

Want to subscribe more than one person at a time? [Import a List](#)

Note: This person will not receive a confirmation email from MailChimp. Since you're adding this recipient manually, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first.

Email Address *

First Name

Last Name

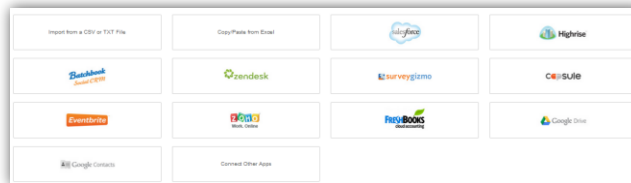
☐ This person gave me permission to be added to my list. [What's this?](#)

Subscribe



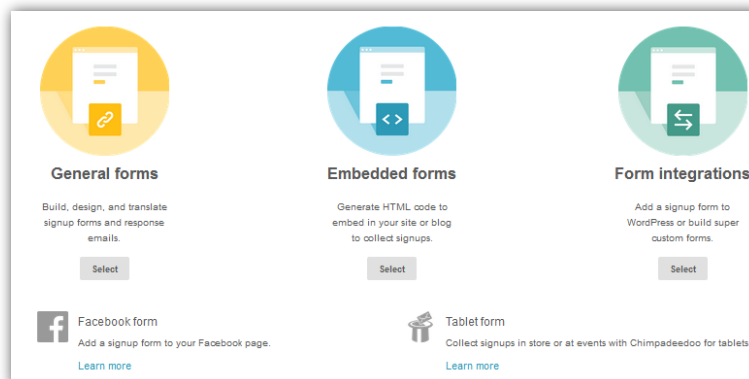
Importing Subscribers

- Create/choose a list
- Select Add Subscriber then Import
- Select source from the list below
- Follow import instructions



Signup Form for Subscribers

- Choose how you intend to use the form



Design Form

- Select your fields to include
- Customize the form's message

Master List

click to add a message

Email Address

First Name

Last Name

Subscribe to list

add a field field settings

Text

Number

Radio Buttons

Check Boxes

Drop Down

Date

Birthday

Address

Zip Code (US Only)

Phone

Website

Image



Once you have subscribers...

Stats ▾ Manage subscribers ▾ Add subscribers ▾ Signup forms Settings ▾ Q

View subscribers

Segments ▾ Subscribed ▾

Export List Toggle Columns ▾

	Email Address	First Name	Last Name	Untitled	Member Rating	Last Changed	Date Added
<input type="checkbox"/>	tina@trainers-r-us.com >	Christne	Walczyk	What Webinar?	★★★★☆	9/23/14 1:19PM	9/23/14 1:19PM
<input type="checkbox"/>	stuff@trainers-r-us.com >	Extra	Stuff	Not Attending Webinar	★★★★☆	9/23/14 1:24PM	9/23/14 1:24PM

- Add them to groups
- Send campaigns to particular segments of list
- Clean your list



Steps to a Campaign

1. Recipients
2. Setup
3. Template
4. Content
5. Confirm
6. Schedule/Send

Recipients > Setup > Template > Design > Confirm

Process Buttons are located
at the **BOTTOM** of the screen



Pick your message presentation style

- HTML with Plain-text: for those that don't use HTML
- Plain-Text only
- A/B Split: Send two versions or two groups or two times
- RSS-feed: Send content generated from an RSS feed

Choose a type of campaign to send:

Regular ol' Campaign Send a lovely HTML email along with a plain-text alternative version.	Select
Plain-Text Campaign Send a simple plain-text email with no pictures or formatting.	Select
A/B Split Campaign Send to two groups to determine the best subject line, from name, or time/day to send campaigns.	Select
RSS-Driven Campaign Send content from an RSS feed to a list.	Select



Setup specifics of your campaign

- Name it
- Subject line
- WHO it says its from
- What email address to use
- Tracking information
- Auto-post to Twitter or Facebook when done

Campaign Info

Name your campaign
Stacking the Deck (copy 01)

Internal use only. Ex: "Newsletter Test#4"

Email subject
At last... Time's Dissertation Defense 112 characters remaining

[How do I write a good subject line?](#)

From name
Time Walczyk - Trainers-R-Us 72 characters remaining

Use something subscribers will instantly recognize, like your company name.

From email address
time@trainers-r-us.com

Tracking

☒ Track opens
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)

☒ Track clicks (Required on free accounts)
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.

☒ Track plain-text clicks (Required on free accounts)
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)



Templates

- Choose a pre-defined layout
- Adjust colors / design
- Create your own using CSS

Change Template

Currently selected: Defense Announcement

[Basic](#) [Themes](#) [Saved Templates](#) [Recently Sent](#) [Code Your Own](#)

1 Column
Drag and drop

Select

1 Column - Banded
Drag and drop

Select

1-2 Column - Banded
Drag and drop

Select

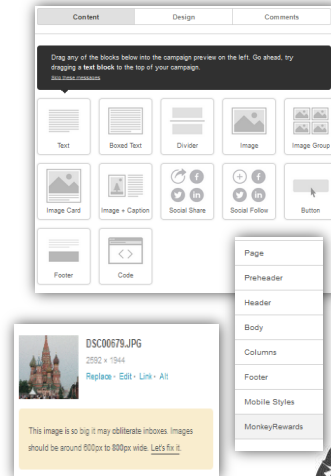
2 Column
Drag and drop

Select



Design (Create Content)

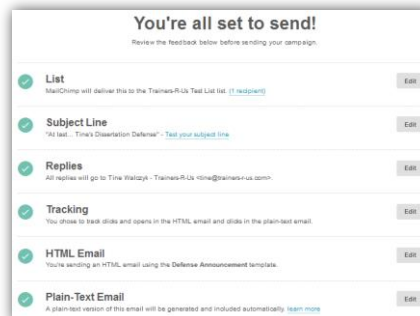
- Your message is created in blocks.
- Drag and drop the blocks to the location of your message.
- Enter in the contents.
- Blocks can be rearranged and sized.
- Parts of the message can be customized.



Trainers-R-Us
Knowledge + Technology = Success

Confirm

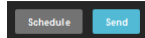
- Once your content is in, MailChimp runs a campaign checker to make sure you haven't missed anything to make you successful.



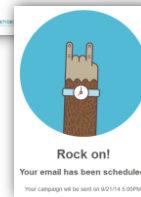
Trainers-R-Us
Knowledge + Technology = Success

Schedule or Send Now!

- The last step is deciding when to start your campaign.

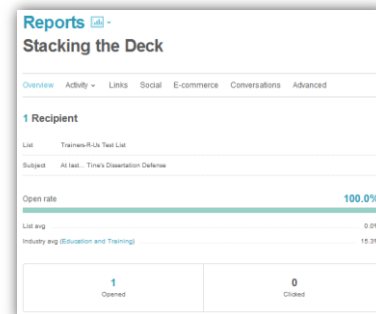


- Send button is immediate.
- Schedule allows a delay, with extended options for a paid account

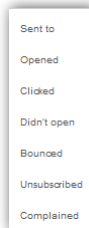


Reporting

- Once your campaign is active, you can track what the recipients do with the message they receive.



- You can track a number of activities.



Three levels of access and cost...

- Entrepreneur (2000 subscribers)
- Growing Business (up to 50,000 subscribers)
- High Volume Sender (more than 50,000)

Subscribers	Messages/Month	Cost
0-2,000	12,000	Free
0-500	Unlimited	\$10.00
501-1,000	Unlimited	\$15.00
1,001-1,500	Unlimited	\$20.00
1,501-2,000	Unlimited	\$25.00
For more use the calculator on the site		



References to Look at

- Example of a library using MailChimp – <http://library.carr.org/programs/newsletters.asp>
- Library Technology Conference presentation -- http://digitalcommons.macalester.edu/libtech_conf/2012/sessions/65/
- Recent Blog Post on using MailChimp in libraries -- <http://libraryeducated.blogspot.com/2014/09/mailchimp-newsletter-and-you.html>



Next week...

Curation Tools with Pinterest & Tumblr!

Tech Tools with Tine Webinar presented on September 26th 2014.

